

TENTATIVE WORKING ESTIMATE

6/10/98 9:50

	Incr Share Response <u>Stores Partic.</u>	RM % <u>Penetration</u>	Total % <u>Penetration</u>	Share <u>Response</u>	3Q Weekly <u>Volume Δ</u>	4Q w/Res Weekly <u>Volume Δ</u>	4Q w/o Weekly <u>Volume Δ</u>
Marl	0.9	90%	57%	0.51	47	37	41
All Other Prem	0.2	80%	51%	0.10	9	7	8
Basic	0.2	85%	54%	0.11	10	8	9
All Other Disc (Excl FVB)	0.1	70%	44%	0.04	4	3	4
PHILIP MORRIS	1.4			0.77	70	55	61
QTRLY VOLUME Δ					922	722	800
<u>PROMOS DROPPED</u>							
8/98 MARL BUYDOWN					(1,200)		
9/98 MARL B3G2F						(400)	(400)
QTRLY VOLUME					60,935	50,201	58,524
REVISED QTRLY VOLUME					61,857	50,923	59,324
QTRLY SHARE					50.64	53.25	56.07
REVISED QTRLY SHARE					51.41	54.01	56.83
DIFF					0.77	0.77	0.77
% VOLUME RM	63.3%						
					<u>3Q '98</u>	<u>w/Res 4Q '98</u>	<u>w/o Res 4Q '98</u>
Ind Vol 3Q '98					120,330	94,280	104,384
Ind Vol 3Q Week					9,160	7,154	7,921

2071886646

1. PM ex FVB
20d Q3 Run
2. 95b same as $\frac{f}{n}$, but FY
w/o
3. Mnl / Basic only
- x 1, 2a, 2b
4. Dec 25d \rightarrow 29d

w, w/o compact Resp

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